



**AKAKU: MAUI COMMUNITY TELEVISION**  
**Annual Report Narrative for DCCA**  
**July 2005 - June 2006**

Akaku has been doing business in Maui County since 1992. We have a proven track record with the DCCA and our community at large as being the sole provider of public access services in our community. We are an organization that the community trusts and has come to rely on for providing services above and beyond what is expected.



This year was the most challenging year in the history of Akaku. The year opened with the departure of the long-term Chief Executive Officer, the completion of the purchase of the building at 333 Dairy Road, debate about a possible RFP process and continuing dissention among Board of Director members. Through these difficult challenges, the staff has continued to provide quality service to the community. Even with a loss of revenue through the “Education Agreement” with Maui Community College (MCC) and Maui District Department of Education (MDOE), Akaku staff has continued to focus on improving and maintaining the eight strategic directions of the Strategic Plan by providing education, resources and access to communications technology.

Our Mission is:

**“Empowering Our Community’s Voice  
Through Access To Media”**

Our Vision is:

- √ Promote free speech and expression
- √ Create and disseminate local quality programming
- √ Preserve Maui County’s unique culture
- √ Serve as a community information network

Eight Strategic Directions are identified as follows:

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- √ Fund Development
  - √ Human Resources
  - √ Facilities and Infrastructure
  - √ Education

- √ Outreach
- √ Program Development
- √ Advocacy

This report provides an overview of Akaku's progress to reach the organization's goals for each of the strategic directions.

❖ Fund Development

- Goal: Increase Fund Raising, Grant Funding and Production & Training Revenue
  - The Board of Directors and staff continue to implement strategies to increase Fund Raising, Grant Funding and Production and Training Activities Revenue without the Development Director position that was cut due to loss of revenue from franchise fees.
  
- Goal: Diversify funding through production and training activities
  - County Contracts - Production
    - A 62% increase in County Contract Production is realized making Akaku's service as a community information network essential to the Maui County Council, Maui County Boards & Commission Meetings and Meetings with the Mayor.
    - County Council contract is in place for FY07 ending 6/30/07
    - Due to the success of the County Contract Production, other County departments such as the Office of Economic Development have expressed interest in future projects.
    - Due to Akaku's efforts, it is now possible for citizens of Maui to be informed about their County government from the privacy of their homes and in the hours that they can be available.
  
  - Non-Profit - Production
    - Akaku has diversified production access and partnership networks are continuing to grow on both Maui and Molokai. Some of the projects include Focus Maui Nui, Candidate Forums and Debates, Malulani Health Systems Meetings, Hui Malama Learning Center Literacy Reach-Out Programs and Maui Economic Opportunity Productions.
    - Media services are also available through PSA day creating a forum every month for Non-Profit Organizations to reach out to the community.
  
  - Training and Education
    - A 15% increase in training and education is realized on both Maui and on the island of Molokai

- The youth of Maui continue to be inspired through the Maui Summer Youth Camp and the adults have the continuing opportunity of attending classes in Introduction, Field Production, Studio Production and Post Production.
  - Akaku and Hui Malama Learning Center formed a joint partnership in a project called Malam Rama including a Teen Video Contest (event promo, coverage and final program). A new project is also planned encompassing promotional pieces for Hui Malama.
  - The youth of Molokai are served through Akaku's Molokai Civic Engagement Initiative that uses media to build social capital by empowering an underserved community allowing greater visibility and representation to the citizens of Molokai.
- Goal: Diversify Grant Funding Sources
    - Private Grant Foundations
      - \$27,000 in Private Grant Funding has been realized to support the Molokai Civic Engagement Initiative with a grant cycle of January 1, 2006 to December 21, 2006 supporting both staff and capital equipment purchases serving the youth of Molokai.
    - OHA (Office of Hawaiian Affairs)
      - The Office of Hawaiian Affairs has granted \$78,500 to support the Molokai Civic Engagement Initiative with a grant cycle of May 1, 2006 to June 30, 2007 providing funding to the expenses of staff salaries, staff payroll taxes, staff benefits and capital equipment purchases. OHA has indicated the nature of this project has great future potential.
- Goal: Increase Fund Raising Activities
    - Golf Ball Drop Fund Raiser earned \$14,091.00
    - Another \$2,715.69 in restricted and unrestricted donations has been realized due to increased focus on Fund Development.
    - A 44% increase in sales of logo merchandise and production media has been realized
- Goal: Education Agreement Implementation
    - Continued annual fiscal and administrative support to Maui Community College and Maui District Department of Education
- Goal: Diversify Revenue through Interest and Dividends
    - Simple banking investment strategies continue to yield a steady flow of interest revenue.
    - The purchase of the building at 333 Dairy Road has begun to yield dividend revenue.

❖ Human Resources

- Goal: Develop highly effective and motivated staff
  - With the departure of the CEO (Chief Executive Officer) and the Interim CEO, the staff has volunteered to divide up the duties and taken more responsibility in the operations and management of Akaku with no salary increase.
  - The management team consisting of Judy Starbuck, Special Projects Director, Pete Sullivan, Programming Director, Matt Yamashita, Molokai Director and Linda Puppolo, Administrative Services Director has created a plan to operate and manage Akaku with an overview by the Board of Directors Executive Committee until a new CEO has been selected.
  - A nationwide search for the new CEO has been started with over forty applicants from all over country submitting resumes. The search has been narrowed to four highly qualified and outstanding applicants and a new CEO is expected to be in place in the near future.
  - The Employee Handbook is complete and updated to encompass the best employment practices in Hawaii.
  - Flexible work schedules are permitted whenever possible to enhance employee quality of life.
  
- Goal: Increase internal staff communication
  - The Management Team update staff on issues as needed and has created a dedicated team of professionals that continue to do quality work regardless of the challenges Akaku faces.
  - Staff meetings have produced excellent results in accomplishing a complete reorganization of the equipment data base, a draft of a capital budget, the facilitation of a new air conditioning system and other facilities maintenance issues, the preparing of Grant Interim Reports and the DCCA Annual Report. \_Molokai participates by phone.
  - Strategic planning meetings were conducted to focus on goals and developing objective and implementation steps for an 18-month plan to update the Strategic Plan. This will continue when the new CEO is in place.
  
- Goal: Provide staff training and education
  - All staff members may take any of the classes at Akaku free of charge.
  - Last September, the Media Coordinator attended the Supervisory Development Series presented by the Hawaii Employers Council.
  - Throughout the year the Interim CEO and the Administrative Services Director attended workshops including Labor Law, Labor Compliance and Electronics in the workplace.

- The Molokai Facilities Coordinator attended Maui Community College for a VITEC class.
- Various computer and electronic technology manuals were purchased to provide staff information on “cutting edge” technology for the industry.

➤ Goal: Reward motivation with incentives

- The Board of Directors has continued to praise the dedicated staff in Board Meetings for their ability to provide quality service in challenging times.
- Staff Birthdays are recognized with cards and cakes.
- Staff enjoys an annual Christmas/Winter Solstice Party
- Staff works together to divide up work when a fellow staff member faces a crisis creating ease for a troubled staff member to solve a personal crisis.

❖ Facilities and Infrastructure

- Expand existing facilities and provide new mobile services
  - Akaku senior staff and members of the board met regularly with the commercial property managers of the building at 333 Dairy Road to ensure the property was properly maintained and that the investment was being safeguarded. Results of these building committee meetings were brought to the full board.
  - Akaku continued trials of new mobile services utilizing point-to-point microwave based video systems, and we will be exploring the merits of cellular and cable-based broadband IP video to allow LIVE signal delivery from remote locations.
  - Extensive discussions with the Mayor’s office resulted in specifications and pricing lists for a dedicated camera system to allow LIVE coverage of commission meetings. The project had received initial approval, but is on hold while the meeting venue is being reconsidered by the County
- Increase network connectivity
  - PEG transmission network is being extended through acquisition of microwave transmission equipment and cooperation with the Mayor’s Office to support live telecasts within seven miles line-of-sight to the 9<sup>th</sup> floor of Kalana O Maui building.
  - Internet Protocol TV (IPTV) services are under development to allow for remote transmissions from any site with access to broadband telecommunications - including Akaku’s Moloka’i Media Center.

- Provide new channels of media including TV, radio and online
  - o Three channels are being programmed on a 24/7/365 basis, with other channels operated by UH-Maui Community College (MCC-TV 55) and Department of Education (METV - ch 56).
  - o Experimental TV - XTV ch 54 continues to support innovative web-based program scheduling and digital server based playback operations. System enhancements now prevent some of the more flagrant user abuses such as scheduling same programs multiple times per day.
  - o Our video scheduling and delivery system is being upgraded with current operating system, redundant controllers and increased storage. A new graphics package that allows channel branding, crawls, upcoming program announcements, as well as remote alert capabilities will also be installed.
  - o KAKU-lp FM 88.5, Akaku's new radio station that serves Central Maui is operating using a computer-based audio jukebox system, which meets FCC broadcast requirements and acts as a placeholder until station policies can be developed. Strategic goals and policy planning is slated for FY07
  - o The Akaku website has been totally redesigned using the latest web authoring tools such as CSS and text pattern that will allow immediate content updates via any internet connected computer. This will remove the need for specialized html training for web authoring and reduce delays in posting messages and announcements on the web site.
- Extend media services for all communities - especially Moloka'i, and Lana'i.
  - o A new and centralized location for the Molokai Media Center, Digital facility upgrades, advanced training offerings, and focused fund development efforts are underway for Moloka'i.
  - o Partnership efforts were coordinated to provide Lana'i residents with certification training and equipment access. Strategies are being discussed to provide ongoing support.

#### ❖ Education

- Partner with public and private education providers
  - o AKAKU Education has also held on site tours of the AKAKU Kahului Studio for various groups including Home School Education students, Boy Scouts of America, Cub Scouts of America and University of Michigan Undergraduate Students.
  - o AKAKU Education has also made on site visits to various locations and functions to promote AKAKU services and certification

including King Kekaulike High School Career Day, Maui Waena Video Broadcast Club, Maui Liquor Commission Meeting, American Cancer Society Board Meeting, MCC Islands of the World Self- Sustainability Fair, Hawaiian Outdoor Education program and Maui Job Corp.

- Increase youth training and outreach in community settings.
  - o Education has managed to hold 5 Youth Producer Certification camps, working with youth from various schools and backgrounds, including special Youth Video Camps for Seabury Hall and the Hui Malama Center for Learning.
  - o The number of youth media programs appearing on Akaku's channels are increasing as a result of increased youth training efforts.

#### ❖ Outreach

- Gather feedback and improve service tracking, reporting and evaluation
  - o Complaints are received and tracked to ensure that recurring issues are addressed.
  - o Work continues to increase community awareness; promote successful programs; maintain services; and market Akaku's strengths to garner community confidence, support and usage
- Increase public relations and marketing
  - o High visibility of Akaku's board meetings through regular live broadcast and replays along with print media coverage.
  - o The increased visibility and productivity of the Molokai Media Center has increased positive public relations
- Provide a wider range of free services
  - o New outreach training classes for adults and youth have been implemented on Maui and Molokai
- Improve volunteer coordination
  - o Akaku has used the services of volunteers in many areas of service, improving coordination along the way.
- Support viewer and producer feedback
  - o Comments are logged and the information is passed on to the appropriate department head.
  - o Complaints are tracked to ensure that policies and procedures are current and activities comply with policy. .

## ❖ Program Development

- Develop a wider range of special projects
  - o With the success of both the Molokai Special Projects department and the Maui Special Projects department, varied requests are continually reaching Akaku.
- Coordinate peer review and support public screenings
  - o Akaku producer gatherings are planned to respond to the requests for peer review and workshops
- Create partnerships with other media
  - o Work is in process with the Pacific Radio Group, to provide live coverage of the 2006 Primary and General Election results.
  - o Local print media is generous in their coverage of Akaku events and news.
- Support and improve programming intelligence
  - o The staff of Akaku is available and willing to make special efforts in support of producer's programming intelligence.

## ❖ Advocacy

- Goal: Increase Public Policy Advocacy
  - Akaku is recognized both statewide and nationally as a proactive and ethical policy advocate providing a fair and equal forum for Electoral Candidates, Non-Profit Organizations (PSA Day) and for the General Public (Speak-Out).
  - Akaku provides valuable information to the citizens of Maui County regarding their County and State government regarding ethical public policy.
- Goal: Build and Organize Media Access for Political Action
  - Although Akaku continues to belong to the Alliance for Community Media (ACM) and the National Association of Telecommunications Officers and Advisors (NATOA), there is currently no CEO in place to act as a state policy coordinator for the ACM-Western Region or NATOA's national Board.
  - The Board of Directors, Akaku Producers and Akaku Staff continue to provide regular and ongoing participation in statewide cable access policy development, planning and implementation.
- Goal: Provide High Quality, Timely Civic Programs Relevant to the Local Community
  - Timely, complete and ethical coverage of public proceedings of the State Legislature in session, State of the State Address by the Governor, Maui County Council Meetings, Maui County Board & Commission Meetings, the State of the County Address by the Mayor,



live talk show with the Mayor of Maui County are provided allowing the citizens of Maui County to view their government in action from the privacy of their homes and in the hours that they can be available.

- The Maui Community viewing of Civic Programs is further enhanced by flexibility programming by request through XTV Channel 54.
- All Akaku Board of Director meetings are televised live and may also be programmed through XTV Channel 54.

In Summary, Akaku has maintained quality essential services in the face of extreme adversity. Since its inception, Akaku has been highly accountable to the DCCA, Private Grant Funding Sources, the Office of Hawaiian Affairs, the County of Maui and the community at large by professional accounting for monies received, providing detailed activity and financial reports, surpassing program expectations and providing 24/7 channel broadcasts successfully and continuously. Over the years, Akaku has demonstrated its ability to provide fair, equitable, accessible service to the citizens of Maui County.



The insecurity created by an RFP process will affect Akaku's ability to attract and retain qualified staff and certified producers on a long-term basis. Longstanding community partnerships and continuous quality service will be in jeopardy. If the RFP is awarded to new entity, service will be disrupted, stalled and delayed to the detriment of the viewers and the producers who rely on and create PEG access programming.

### Future Planning

- ❖ Goal: Maintain Essential Services
    - Regular Staff Meetings will be scheduled every two weeks
    - Producer forums will be scheduled monthly
  - ❖ Goal: Hire a new CEO
    - Target Date is September 2006
  - ❖ Goal: Seat a new Board of Directors
    - Target date is October 2006
  - ❖ Goal: Prepare for an RFP Process
    - Continue to provide criteria to DCCA and attend all public meetings concerning the process
    - Continue to work towards a possible exemption through legal procedures
    - Continue to compile applicable data to support Akaku being awarded the RFP
  - ❖ Goal: Strengthen the Foundation of Akaku
    - Complete strategic, operations and marketing plans
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- Expand production services including a service plan for KAKU Radio
  - Complete a Fund Development plan
  - Conduct regular needs assessments and surveys
  - Create a yearlong plan on producing promotional promos for Akaku
  - Improve the Capital Budget and continue to explore new technology



**DCCA Quarterly Report QT1 – FY06**  
*Molokai Media Center (MMC) Narrative*

Compiled By: Matt Yamashita  
Input from: Josh Pastrana & Daniel Emhof

**Fund Development**

Much effort has been put into continued fund development for the MMC in QT1.

Ongoing communication with OHA throughout QT1 led to an opportunity to request additional funds for the pending FY06 OHA grant. OHA representatives have hinted at strong internal support for awarding the grant, especially after a site visit by trustees to the MMC in September. However, final status of the grant is still pending.



A new partnership grant project was proposed to the MMC in QT1. The project, headed by Molokai General Hospital (MGH), will bring diabetes awareness training to Aka'ula Private School students via funding from the Ulu Network. MMC was asked to be a partner in providing video production training so that students can produce PSA's and other programs addressing diabetes concerns. The grant, if awarded, will bring over \$2000.00 of training fees to MMC.

Other significant funding came into the MMC via community youth scholarship donations. These donations provide enough funding to fully certify 14 youth producers.

Also, after a year of providing free services under the now expired OHA grant, Molokai Special Projects (SP) has begun to secure contracts with non-profit clients. In QT1 a \$2,225.00 production contract was secured with *Huli Au Ola*, Maui County Ahec. The current SP goal is a minimum of 1 production per week with a production income of no less than \$250.

**Human Resources**

All staff members continue to work hard. Weekly staff meetings have been attempted with the goal of increasing internal communications and facilitating a unified effort in the operation and growth of our facility and programs.



Staff structure has changed to increase effectiveness in reporting and management. Matt Yamashita's position has been changed from Education & Outreach Director to General Director of the MMC. The new position involves management of personnel and general operations as well as the continuation of education and outreach duties.

## **Facilities and Infrastructure**

In general, equipment is holding up to high usage, with some exceptions.

MEO donated two working desks to the MMC which helped in the complete redesign of the facility layout and work space. The new arrangement better accommodates producers and employees and makes better use of very limited space.

Facility Director has implemented a new system for tracking producer editing hours and usage of computer mice, fire wires, and headphones.

Staff received a total of 4 positive phone call comments in regard to particular Molokai programs. Calls came from both Molokai and Maui residents.

All editing computers have been reloaded with the most recent disk image. This gives uniformity on all computers. The current disk image, however, needs further upgrading to optimize software performance.

## **Education (Certification Training)**

Training numbers in QT1 have been consistent and steady. The number of students and classes are double that of QT1 FY05 and nearly equal to those of the previous quarter (QT4 FY05). 64 certifications were awarded in QT1 FY06 to a total of 15 youth, 8 general adults, and 6 teachers.

Two significant partnership programs were initiated in QT1. First, MMC partnered with *Na Pua No'eau* in its *Ulana Lo'ea* Summer Institute to fully certify 5 youth. A second partnership with Quazifilms Media, Lanai MCC, and Lanai Native Hawaiian Education Council allowed for the full certification of 8 Lanai residents.

A meeting was coordinated by members of the Molokai Community Alliance for Media (M-CAM) to measure the needs of teachers in implementing media based programs in the classroom. The conversation resulted in the identification of 12 potential partnership programs between the MMC and various programs at educational institutions including the High School, Intermediate School, Kaunakakai Elementary School, and Aka'ula Private School. Over 300 youth can potentially be served via these programs. MMC is working with QLCC and other members of M-CAM to coordinate the means for funding these training opportunities. If, however, the current OHA grant is awarded, most of the training can be provided for free.



To begin serving these programs and to help foster long-term support for media training in the classroom, the MMC has been offering free training to DOE and private school teachers.

### **Outreach**

Facility Director has taken on the responsibility of writing a monthly article for the community newspapers. Each article highlights an Akaku Molokai Media Center Most Valuable Producer (MVP). The articles are a way of rewarding and recognizing outstanding community producers for their hard work. Three articles were published in QT1.

Facility director has also been posting a list of upcoming Molokai produced programs on community bulletin boards in Kaunakakai town for those who are not able to check program schedules on the internet. Postings are also intended to help increase viewer ship of Molokai productions and visibility for the MMC.



Outreach efforts were also made in the area of training and education. Two outreach training sessions were held with Natural Resources Academy at the Molokai High School. The outreach sessions were based on a new “media activism” curriculum that the MMC Director is developing. 30 students were served. A second outreach training was offered to 13 Aka’ula Private School students to help them go over production techniques for a trip to Japan.

The Molokai Community Alliance for Media (M-CAM) also continues to meet and has sent out an announcement for the 2<sup>nd</sup> Annual M-CAM Molokai Youth Video Contest. MMC also applied for and received a \$400.00 donation to be contributed to purchasing prizes for this upcoming contest.

### **Program Development**

It was identified in staff meetings that a primary goal for MMC staff is to increase Molokai generated programming. The amount and quality of videos produced by Molokai producers is the clearest measure of successful growth, outreach, training, public relations, and operations. All staff will focus on how to help increase productions within their departments.

A new system for tracking Molokai productions submitted by community producers, education department, and Special Projects has been designed and implemented. This tracking system will allow staff to measure and compare program productivity.



When non-profits have been unable to cover SP fees, staff has assisted them by providing a list of certified community producers. The list has been used



successfully by non-profits for contacting producers and requesting assistance in filming their events for broadcast on Akaku channels.

## **DCCA Quarterly Report QT2 – FY06** *Molokai Media Center (MMC) Narrative*

Compiled By: Matt Yamashita  
Input from: Josh Pastrana & Daniel Emhof

### **Fund Development**

The *Molokai Civic Engagement Initiative* grant request to the Office of Hawaiian Affairs (OHA) was awarded in December for the amount of \$75,500.00. These funds, along with the smaller foundation grants received for the same Molokai-based grant project will help insure MMC operations for another 1.5 years.

MMC Special Projects (SP) continues working towards the goal of generating sustainable income. The SP Coordinator has continued to develop a flexible payment system where all potential clients are quoted standard production costs and then, if need is proven, lesser fees are negotiated. If a client is unable to provide any funding, staff provides a list of certified community producers that the client can contact to request production assistance. Furthermore, if a non-profit cannot provide payment for an event that is deemed of great value and importance to the community, the SP Coordinator has made room for covering such events as community service. In QT2, two projects were contracted for a total income of \$1,266.00.

### **Human Resources**

MMC staff remained focused on delivering quality services to the community, despite the challenge of not knowing what future employment held. Fortunately, with the confirmation of the OHA grant in December, the Molokai Director, Facility Director, and SP Coordinator have been reassured 1.5 years of full time employment and a new sense of energy and excitement has taken over. SP Coordinator will be working 30 hours a week and on full time status as of January 1<sup>st</sup>.

### **Facilities and Infrastructure**

A new tracking system for archived projects has been implemented for better access, tracking and logging of new programs.

All editing computers have been again reloaded with an improved disk image provided by the Maui facility. Additional software and media resources have been added.

## **Education**

Training numbers in QT2 have dropped from QT1. This, however, is consistent with previous years. QT2 is historically a period of preparation and planning and programs are always challenged by the holidays.

Notably, the number of students and classes in QT2 FY06 are double that of QT2 FY05. 18 certifications were awarded in QT2 FY06 to a total of 7 youth and 6 teachers.

Several new, far-reaching, training programs were planned and developed in QT2 in preparation for the launch of the *Civic Engagement Initiative* grant project to begin QT3 FY06.

The free training offered to DOE and private school teachers has been very successful.

## **Outreach**

Facility Director submitted Most Valuable Producer (MVP) articles for the months of October and November, which were published in the Molokai Dispatch.

Facility Director also continued to post a list of upcoming Molokai produced programs on community bulletin boards in Kaunakakai on a bi-weekly basis.

Education outreached to 40 intermediate school students with 1-hour training sessions on IMovie. This was coordinated through Mike Hino, a teacher at Molokai Intermediate School. Mike Hino was also trained to train future students and given copies of the IMovie training tutorial on DVD.

Molokai Director also helped coordinate Molokai screenings for the Hawaii International Film Festival.

## **Program Development**

The number of productions in QT2 equals 16, one less than QT1. This is a success, as the holiday season is often a period of low productivity.

SP took on production of 7 programs in QT2, up from 3 in QT1. 5 were community service, and 2 were for paying clients.

## **DCCA Quarterly Report QT3 – FY06**

### *Molokai Media Center (MMC) Narrative*

Written By: Matt Yamashita, Molokai Media Center Director  
Input from: Josh Pastrana, Molokai Facility Coordinator  
Daniel Emhof, Molokai Special Projects Coordinator

### **Fund Development**

QT3 marked the official start of the fully funded Molokai Civic Engagement Initiative (CEI) Grant project for the Molokai Media Center (MMC). The grant monies will carry the MMC at current capacity through June 2007. While the grant funding does require Akaku provide a certain amount of free and discounted services, MMC staff continues to look for ways of stimulating revenue and achieving long-term sustainability.

Facility-related deposits for QT3 totaled \$310.00 of which \$155.00 came from training fees and the rest from tape and DVD sales and dubbing services. The increase in tape/DVD related revenue (\$155 compared to \$16 in QT2) is the result of an effort to improve tracking and sales of media supplies. The \$155.00 of training fees was collected from a single agency sponsoring the training of an employee. Although free training was being offered in QT3 under the CEI Grant, the agency wanted to pay in full for the training of its employee.

Molokai General Hospital's "Ulu" Grant, in which the MMC and Aka'ula are listed project partners, was awarded in January. MMC is written in for \$2000.00 for the training of students in FY07.

MMC Director assisted in the writing of a grant submitted to HCF's "Mo Bettah Together." The partnership grant is being lead by *Ka Honua Momona* and includes both training and equipment monies for Akaku MMC.

MMC Special Projects (SP) continued to develop and offer its flexible payment system for non-profit clients. A minimum \$250 fee for SP productions has been set. The minimum fee is based on feedback from current non-profit clients in regard to what they can reasonably afford for most productions. Molokai staff is also working on ways of incorporating community resources to help bring SP production costs down for those who cannot afford them. Community participation is also being looked at as a way of using the SP program as a potential training tool.

### **Human Resources**

Thanks to the CEI Grant project, the SP Coordinator is now full-time at 30 hours per week. Facility Coordinator and MMC Director continue at 40 hours per week and the student intern remains at 10 hours. A positive overall shift in attitude came with the news of moving to a new and larger facility in the Molokai Trade Center and with the knowing that funding for Molokai programs would be guaranteed for another year and a half.

Free Final Cut Express training was given to MMC staff in January by Neil Thibedeau of California.

### **Facilities and Infrastructure**

In mid February three broken Panasonic camcorders were returned, fully repaired under warranty.

Much of QT3 was spent searching for and then readying the new MMC facility on relatively short notice. The move took the MMC from 380 Kolapa Pl. to the Molokai Trade Center at 40 Alamalama St. The new facility is located in the middle of town and is very easy to find.

Staff dedicated much time during the last 2 weeks of March to prepping and painting the new facility and packing up and moving out of the old facility. The new facility is larger and set-up up much more effectively for the services that the MMC provides. Fortunately, despite a continued lock on Akaku funds, necessary basic items were purchased to make the new facility operable and efficient.

Both the MMC Director and the SP Coordinator now have their own office spaces, which makes working conditions much easier.

### **Education**

Education efforts saw a huge increase in QT3, making it one of the most productive quarters for training in the history of the MMC. The total number of individuals attending the Orientation workshop (55) is nearly double both QT1 (19) and QT2 (9) combined. Cumulatively in QT3, an impressive 194 people attended classes (compared to 116 in QT1 and 31 in QT2). 32 classes total were held from January to March. 102 certifications, the most ever in a single quarter, were awarded. 74% of those trained were youth, while 70% were Native Hawaiian, and 7% were teachers.

To achieve the youth training, MMC education coordinated programs with 4 different community partners: GRADS teen parents program at MIS, Alternative Learning Center at MIS, Aka'ula Private School, and Natural Resources Academy at MIS.

## **Outreach**

Facility Coordinator submitted Most Valuable Producer (MVP) articles for the months of January and February, which were published in the Molokai Dispatch.

Facility Coordinator continued to post a list of upcoming Molokai produced programs on community bulletin boards in Kaunakakai on a bi-weekly basis.

MMC Director began submitting a new series of article entitled "Video Guy" in the Molokai Dispatch. "Video Guy" articles offers advice on video technology.

Education Outreach efforts reached a total of 74 youth via 5 separate outreach programs in QT3. The programs focused on introductory training, career opportunities in media, and information about community television.

In March, an internship program with the Alternative Learning Center began. MMC and QLCC partnered to house 2 interns for a 3-month program focusing on developing professional work skills and media production.

In January, SP designed and mailed out flyers describing its services and fee structure. The flyers were sent to every known non-profit on the island.

## **Program Development**

The overall number of submitted Molokai productions in QT3 equaled 11, compared to 16 in QT2.

Of the 11 productions, SP accounted for 4 of the programs, compared to 7 in QT2 and 3 in QT1. SP covered the DCCA hearing on Molokai for Akaku. SP also provided coverage of a County Council Planning meeting and a Molokai Planning Commission meeting.

## **DCCA Quarterly Report QT4 – FY06**

### ***Molokai Media Center (MMC) Narrative***

Written By: Matt Yamashita, Molokai Media Center Director  
Input from: Josh Pastrana, Molokai Facility Coordinator  
Daniel Emhof, Molokai Special Projects Coordinator

#### **Fund Development**

Facility-related deposits for QT4 were low, except for \$425 in donations for M-CAM Youth Video Contest prizes. The decrease in tape/DVD related revenue (\$57 compared to \$175 in QT3) is the result of a relatively slow quarter.

Discounted and free training continued to be offered under the Civic Engagement Initiative grant project. The first installment of the \$75,000 of secured OHA grant funds were received in May under the CEI project.

The partnership grant project "Mo'olelo by the Pond," headed by *Ka Honua Momona*, received partial funding from HCF's "Mo Bettah Together" grant. Akaku is written into the grant to receive roughly \$900 of training fees and, at the end of the year, roughly \$5000.00 of project equipment including a video camera and accessories selected by Akaku staff.

MMC Special Projects (SP) continued to offer its flexible payment system for non-profit clients. Five events were covered free of charge as community service/outreach under the CEI grant. Two events were covered as an extension of Maui County contracts with Akaku Special Projects Maui. Three events received revenue at \$250 each, making FY04 total SP revenue \$750 compared to no revenue in QT3.

#### **Human Resources**

Student intern, Nelson Jenks, was given extended employment at increased hours under the CEI grant project. A second student intern, paid for by OHA funds, has been selected and is slated to begin employment in August.

#### **Facilities and Infrastructure**

The new facility space is in full operation and has been designed for optimal effectiveness.

SP received its own dedicated camera package from Maui SP, which helped relieve the shortage of cameras for community producers.

## Education

A total of 9 students from Molokai High School's Natural Resources Academy have earned full producer certification as of April.

Although a relatively slow quarter for training otherwise (8 classes held with a total of 38 attendees), much groundwork was laid for future training programs. Enough programs, both youth and adult, have been set-up to promise a wave of classes and new producers in the coming quarter. Most of these programs offer free training services thanks to grant funding.

An exciting new partner for youth training programs will be Kaunakakai Elementary. Partial training of 25 6<sup>th</sup> graders will begin in August. Another new youth training program partner is *Ka Honua Momona*, via KHM's *Mo'olelo By the Pond* grant project the MMC will fully certify 5-7 youth.

Continued programs with other partners such as Aka'ula School, QLCC, and Molokai High School are also being coordinated.

## Outreach

Facility Coordinator continued to post a list of upcoming Molokai produced programs on community bulletin boards in Kaunakakai on a bi-weekly basis.

MMC Director continued submission of "Video Guy" articles in the Molokai Dispatch on a monthly basis. "Video Guy" articles offer advice on video technology.

Partnering with the Molokai Community Alliance for Media, the MMC helped to coordinate a very successful 2<sup>nd</sup> year of the Molokai Youth Video Contest. 18 quality entries were received for a total of over 35 minutes of programming and over 50 individuals attended the community screening and awards event.

A series of outreach programs, focusing especially on reaching adults, have been designed for implementation in QT1 of FY07. These include *kupuna* interviews, presentations, and free workshops.

Education Outreach efforts reached a total of 5 youth and 3 adults. Outreach programs included 2-months of internship for 2 youth and computer training with 4H members.

## **Program Development**

The overall number of submitted Molokai productions in QT4 equaled 14, compared to 8 in QT3. This number is otherwise consistent with QT1 and QT2, with 17 and 16 submissions respectively. This brings the year's total to 55 Molokai originated programs submitted for broadcast.

SP participated in the production of 10 programs, of which 5 were completed during QT4 and submitted for broadcast. The remaining programs will be submitted for broadcast in the following quarter. In all, SP accounted for 3 productions in QT1, 5 in QT2 and 1 in QT3. SP's FY06 total productions equal 14.

Four of the 16 programs that were submitted in QT4 were produced by adult community producers and 3 by youth community producers. Two programs were submitted by Molokai Education.

There have been numerous comments from community members that the overall quality of Molokai programming has improved greatly.